

Using Facebook Through Hootsuite

Hootsuite allows you to manage all your Facebook Pages from one place. This document will walk you through the foundations of Publishing, Monitoring and Engagement.

Publishing

On your compose message box, you will locate all Social Networks you have access and you can filter by typing the name of the Page or by simply typing Facebook. You can also favorite the social networks you use more frequently.

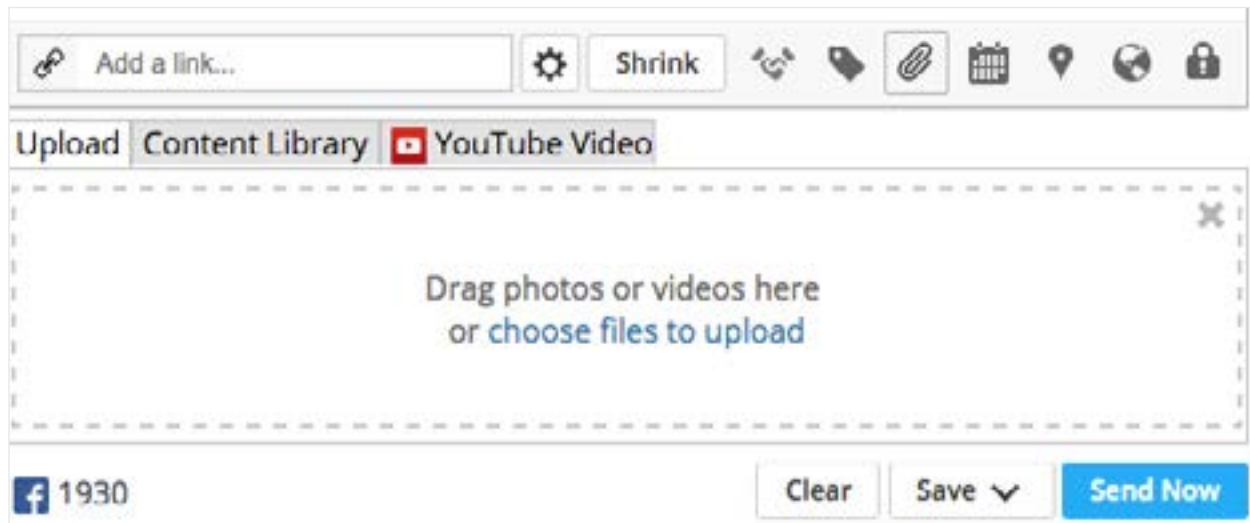


#ProTip: If you see the Facebook logo, it's a Facebook Profile and if you see the orange flag, it's a Facebook Business Page.

Once you select your Facebook Page, you can start composing your message. Once you add your text, you can use the icons on the bottom to more advanced features as

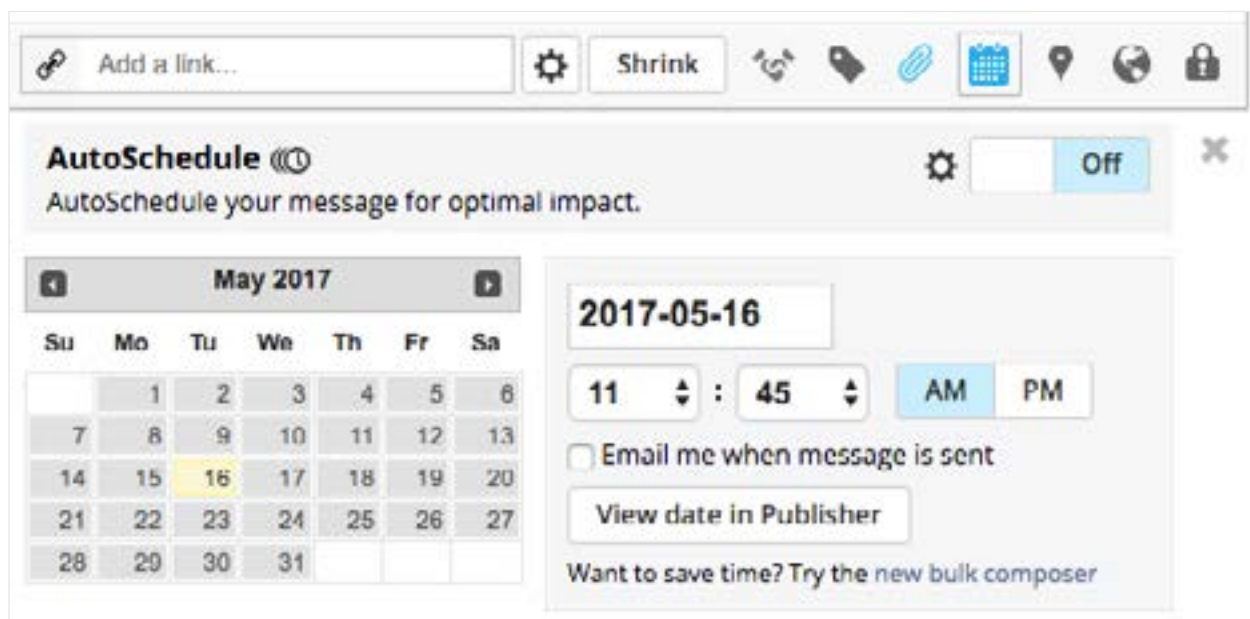


Add a Link: once you add a link, you can shrink it and the link will be added to your text.



The screenshot shows the top section of the Hootsuite post composer. At the top, there is a toolbar with icons for adding a link, settings, shrinking the link, and other media options. Below the toolbar, there are tabs for 'Upload', 'Content Library', and 'YouTube Video'. The main area is a large dashed box with the text 'Drag photos or videos here or choose files to upload'. At the bottom, there is a Facebook share count of 1930, and buttons for 'Clear', 'Save', and 'Send Now'.

Add an image: posts with a visual content perform better on social media. Add images from your computer or choose pre approved images under Content Library.



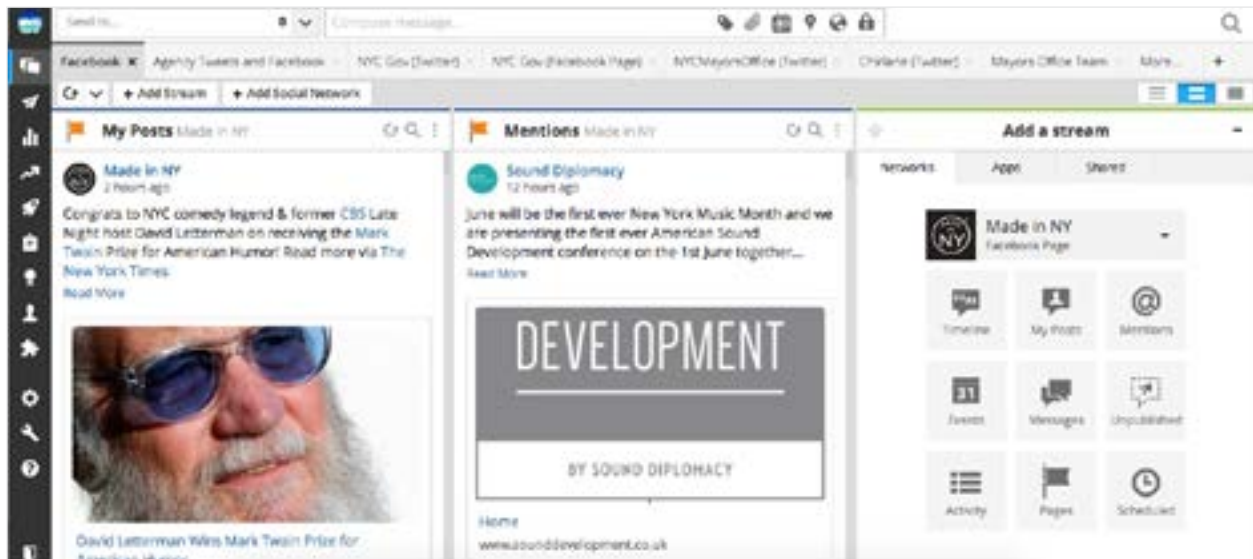
The screenshot shows the 'AutoSchedule' section of the Hootsuite post composer. It includes a calendar for May 2017 with the 16th highlighted. To the right of the calendar, there is a date and time selector set to '2017-05-16' at '11:45 AM'. Below the date and time, there is a checkbox for 'Email me when message is sent' and a button for 'View date in Publisher'. At the bottom, there is a link to 'Try the new bulk composer'.

Schedule your Content: to maintain your social networks active, you can schedule content in advance. By clicking on the calendar icon you can choose between selecting a specific date and time, or you can turn AutoSchedule on and let Hootsuite choose the optimal time for you.

#ProTip: If your message has a timestamp such as an event, #tbt or a Holiday, select a date instead of using AutoSchedule.

Monitoring

To monitor the your page activity and eventually engage with your audience, you first need to create a Tab with your main Facebook Streams.



Here's a brief description of the streams available for Facebook Pages.

- **Timeline:** all activity on your page, including your posts and messages from others
- **My Posts:** only items posted by you or your team onto that Facebook page
- **Mentions:** posts from other Facebook users or pages that tagged your page
- **Events:** Details of events from your Facebook page
- **Messages:** direct messages to your Facebook page
- **Unpublished:** all your dark posts (ads not published directly the page)
- **Activity:** all comments received your posts, mentions and posts to page
- **Pages:** search for page that you don't own but you would like to monitor
- **Scheduled:** Messages that were scheduled via Hootsuite and will be posted in the future

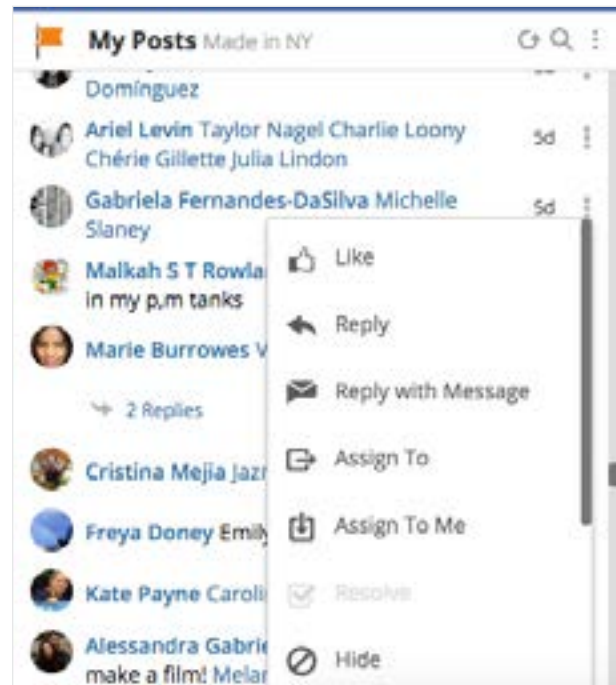
Engagement

There are three places where you can engage with your audience on Facebook: comments, private messages and mentions.

Comments:

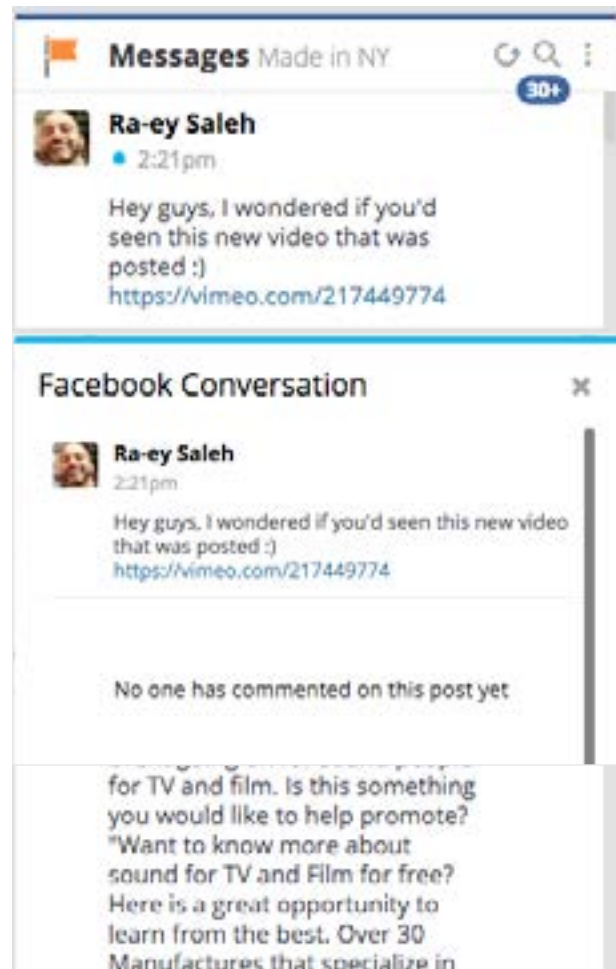
when someone comment on your post, you can engage with them by clicking on the three dots in front of the message to see your engagement options. Here are the main functions:

- **Like:** you will like that comment as the page
- **Reply:** it opens a reply box underneath that specific comment
- **Reply with Message:** Creates a private message to the user
- **Hide:** hides that comment from your page but the user who created the content can still sees it



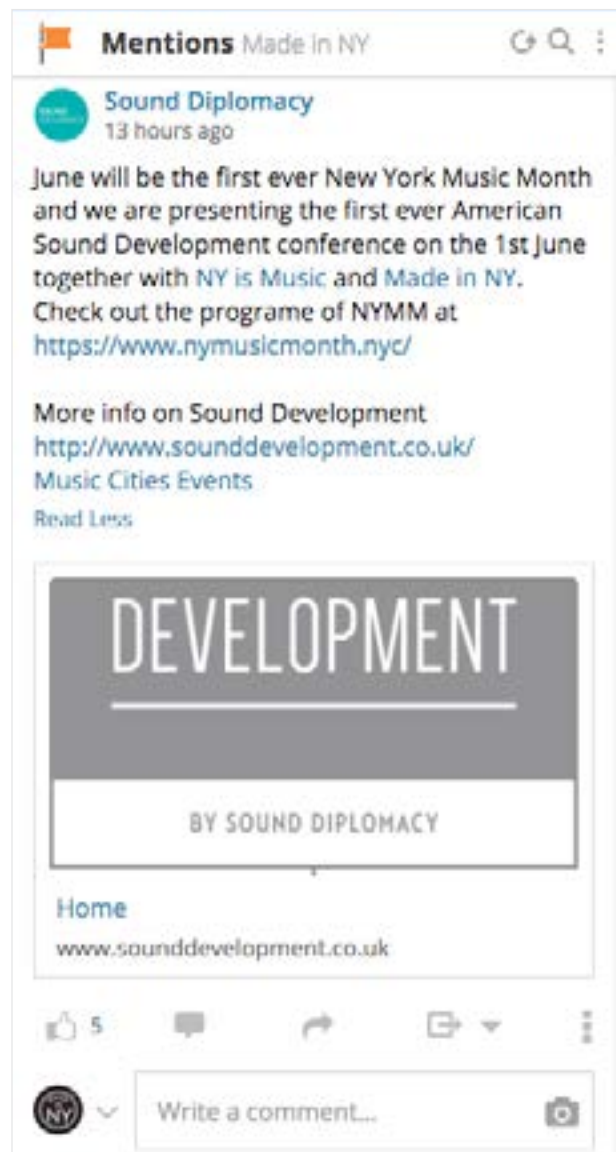
Private Messages:

When users send a private message, you can see them in chronological order under your Messages stream. To reply to it, simply click on it to see the pop up with the whole thread.



Mentions:

When your page get mentioned, you can reply directly under the comment box. You can even add an image by clicking on the camera icon.



Questions? Contact us at enterprisehelp@hootsuite.com